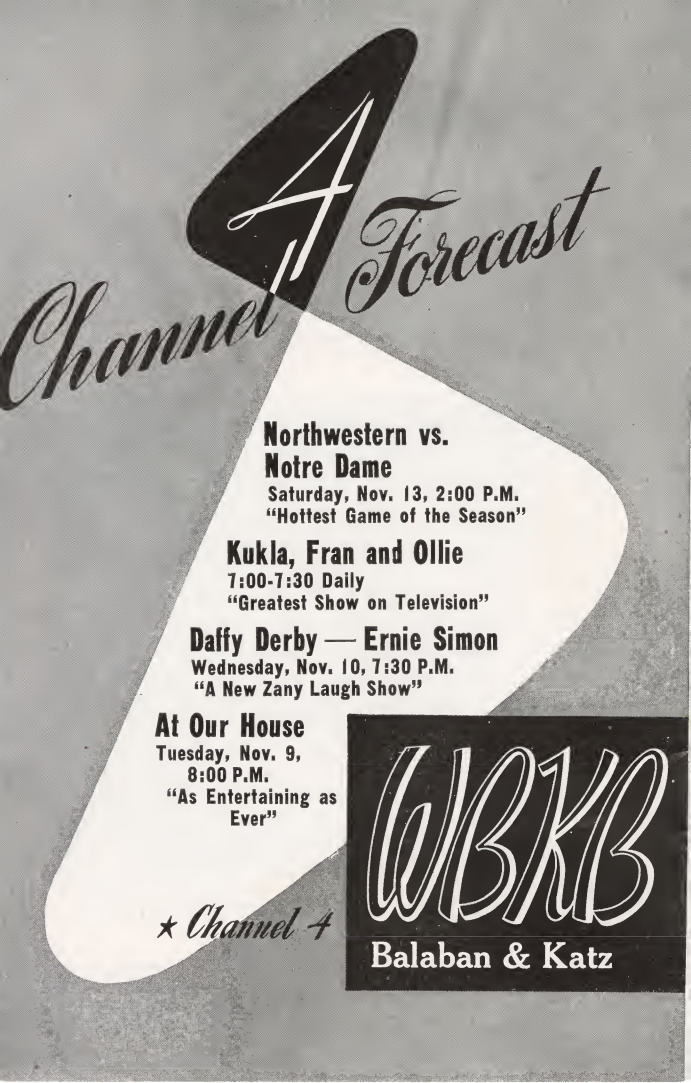
TELEVISION Forecast

NOVEMBER 8 TO NOVEMBER 14 INCLUSIVE

Joe Wilson

WBKB **WENR-TV** **WGN-TV**

WTMJ-TV, Milwaukee


Channel 4 Forecast
Northwestern vs.
Notre Dame
Saturday, Nov. 13, 2:00 P.M.
"Hottest Game of the Season"
Kukla, Fran and Ollie
7:00-7:30 Daily
"Greatest Show on Television"
Daffy Derby — Ernie Simon
Wednesday, Nov. 10, 7:30 P.M.
"A New Zany Laugh Show"
At Our House
Tuesday, Nov. 9,
8:00 P.M.
"As Entertaining as
Ever"
★ Channel 4
WBKB
Balaban & Katz

Meet the Man in Tennis Shoes

There's a knock at your door. It opens and you see him—the Man in Tennis Shoes.

He's carrying a set of scaling hooks, a pair of telephones, complete tool kit and extension ladders. If you're anything like the typical new owner of a television set you're awfully glad to see him. He's your service-installation man.

Maybe he's Racine Lyse, one of our favorites who keeps us boned-up on advancements in receivers and antennas. Like all TV installation specialists, Racine meets a lot of folks in the city and suburbs. There isn't much he doesn't know about electronics, and it's just as well for there isn't a new set owner who hasn't a collection of questions to fire.

Lyse could probably qualify as a fireman, telephone man, carpenter, diplomat and goodwill expert. He has to keep in trim just as much as an athlete for the assignments which call on him to scale ladders to dangerously pitched roofs. That's where the tennis shoes come in!

The average person would need one hand to adjust the antenna, one to hold the two-way telephone, another to keep balance, and if the installation is being made at night—one to hold the flashlight. Not so with Lyse who is much like a One Man Band.

Night installations are routine with him. Folks are so anxious to have their sets in operation servicemen are called any time of day and night, Saturdays, Sundays and holidays. If you were to ask Lyse if he enjoys his television set at home with Mrs. Lyse he'd probably admit—"I'm so busy, there are so many receivers being sold, that I never get the chance to sit down at home and watch a night of programs."

Ever look into the service truck of a television installation man? You'll find steel drills, coaxial cable, insulators, galvanized wire, rods, plastic wood, spare tubes, zip cord, tacks, tape, hundreds of items that spell: Entertainment.

As complicated as things may look, servicemen like Lyse move fast, soon have anxious new owners talking new tele-phrases. An installation usually means a party of some sort, coffee and cake, or a cup of hot chocolate that helps take the chill out of fall days.

TV TOPICS—Newspapers, television stations, and owners of TV sets are being asked to assist in a problem which is thwarting some Chicagoans from buyings receivers . . . It is hoped the movement will educate landlords who would deny roof privileges to set owners and would-be-purchasers . . . Our inquiring reporter in New York wires that research is being conducted daily on perfecting a master antenna for use on apartment and hotel roofs, so that hundreds of sets could be serviced by one unit . . . Miss M. Hennock, the first woman to be appointed to the FCC feels TV will influence women . . . She says "It will broaden their perspective, right in their homes. News, culture, amusement and education will be as readily available to the home as the outside"

TELEVISION Forecast

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NOVEMBER 8, 1948

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Advertising Director, Roy V. Whiting
Sales Manager, Lester Vihon
Business Manager, Norbert F. Dompke
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Television Forecast for

Monday

November 8, 1948

WENR-TV Channel 7

6:31—Dinner Music.
6:45—UNCLE MISTLETOE.
7:00—FILM.
7:30—DOLLARS AND SENSE. An audience participation show.
8:00—CANDID MICROPHONE. Your favorite radio show now on Television.
8:30—SKIP FARRELL SHOW. Songs.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE BORDY for the children.
8:00—CHICAGOLAND NEWSREEL. Local, national and international news.
8:15—SPORTSMEN'S CORNER. Jack Brickhouse with sports news and guests.
8:30—CHICAGOLAND TELEVISION MYSTERY THEATRE. Live studio drama with Gordon Urquhart as detective Jeffery Hall.
9:00—"LYDIA." An Alexander Korda feature film starring Merle Oberon and Joseph Cotten.
10:55—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Television's greatest show for all ages.
7:30—KUP's SHOWUP. The writer of "Kup's Column" gets into the personal lives of people you would like to meet.
7:50—TELENEWS with John Dunham and news of the world.
8:00—FILM.
8:15—SHOPPING WITH DINNY.
8:30—WRESTLING from Midway Arena with Russ Davis announcing.
10:30—NEWS "Today's World Picture."

WTMJ-TV Channel 3

7:00—LET'S LOOK AT THE NEWS. Day's headlines in news pictures.
7:10—TV PREVIEW.
7:15—ARMCHAIR TRAVELS. Film.
7:30—AMERICA SONG. NBC.
7:50—ROVING CAMERAS. Feature stories on film.
8:00—DOLLARS AND SENSE. ABC.
8:30—CARTOON CONTRASTS. ABC.

(Subject to Change)

Arthur Nelson

The news of Arthur Nelson's death recently was a shock to television fans who have long watched his expert hands manipulate the marionettes he had created for the WGN-T channel 9 children's shows.

Arthur Nelson, a resident of Oak Park, was known internationally, having performed for royalty abroad. Children will never forget his "Two-Ton," the characters in Treasure Island, and Little Bordy.

And so it is fitting to pay tribute to a pioneer entertainer in TV —Arthur Nelson.

Notre Dame Meets NU Saturday

The game of the year . . . and certainly the highlight of the midwestern grid season. That is how sports fans and critics rate Saturday's struggle of the titans between Notre Dame and Northwestern.

And once again sport fans will be guests of Chicago's pioneer station when WBKB switches its cameras to South Bend at 1:45 p.m.

The 28th meeting between the two schools will be telecast over a special network consisting of stations in Milwaukee, Detroit, Toledo, Cleveland, St. Louis and Buffalo.

Although Notre Dame has a heavy edge in the series standing, having won 22 of the 27 previous contests and tied two, the Purple-Irish battles have always been close and bitterly fought. The largest score ever recorded was Notre Dame's 34-7 victory in 1945 and the tightest game dates back to 1901 when the Wildcats won 2-0.

Notre Dame goes into the game a slight favorite by virtue of their unblemished record but the Wildcats, under Bob Voigt, are psychologically ready and Northwestern may pull this, their biggest game of the year, out of the bag. If they do, it will wipe away the stigma of the Michigan debacle several weeks ago and crown their season with glory.

Televise Catholic League Football

Three more games in the Catholic high school football schedule will be televised exclusively by WGN-TV at Soldier Field before the gridiron season ends. On Nov. 14 the south section championships will be staged; on Nov. 21 the north section vs. the south.

Nov. 27 will find WGN-TV cameramen telecasting for the first time the city championship. Kickoffs begin at 2 p.m. All telecasts are being made possible through arrangements with Father Eugene J. Walsh of St. Philip high school and president of the Chicago Catholic league.

Ohio Faces Illinois

WGN-TV will telecast the Ohio-Illinois game at Champaign Nov. 13, with Hal Totten doing the commentary. The college gridiron season will close a week later with the coverage of the Illinois-Northwestern game at Evanston.

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Television Forecast for

Tuesday

November 9, 1948

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE NORDY. Children's show.
8:00—CHICAGOLAND NEWSREEL with Spencer Allen.
8:15—PERSONALITY PROFILES with Dorsey Connors.
8:30—SPELL WITH ISBELL. Harold Isbell conducts a televised spelling bee with prizes for studio contestants and a jackpot telephone call for televiewers.
9:00—WRESTLING with Dennis James as commentator from New York by way of DuMont Network.
10:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree."
7:30—LITTLE OTTO. Dick Synder makes friends at his drawing board.
7:40—FILM.
7:50—TELENEWS with Jim Ameche and news of the world.
8:00—AT OUR HOUSE with Jim and Edie Dexter — television's answer to "Easy Aces."
8:12—FILM.
8:15—SHOPPING WITH DINNY.
8:18—MIDGET BOXING with Jim Ameche.
8:30—MEET THE ROCKETS with Joe Wilson.
8:44—FILM, "I Cover Chinatown."
9:00—FEATURE FILM.
10:00—NEWS.

WENR-TV Channel 7

6:31—Dinner Music.
7:00—FEATURE FILM.
7:30—FEATURE FILM.
8:00—CARTOON CONTRASTS.
8:15—FILM.
8:30—CHICAGO BEARS QUARTERBACK SHOW. Highlights of Sunday's game.
9:00—MIDWEST AMATEUR BOXING tournament, from the Rainbo Arena with Bob Elson describing and Dave Garroway doing the commercials.

WTMJ-TV Channel 3

7:00—LET'S LOOK AT THE NEWS.
7:10—TV PREVUE. Summary of coming events.
7:15—REEL FUN. Variety entertainment on film.
7:30—JACK OWENS SHOW. ABC.
8:00—FILM PRESENTATION.
9:00—AMATEUR BOXING. ABC.

(Subject to Change)

Television Forecast for

Wednesday

November 10, 1948

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree."
7:30—DAFFY DERBY with Ernie Simon. Zany Simon hits television at last.
7:45—FILM.
7:50—TELENEWS with Jim Ameche and news of the world.
8:00—TELE-CHARADES with Ed Roberts. Fun for everyone.
8:15—SHOPPING WITH DINNY.
8:30—FILM.
9:00—MARINE SHOW.
9:15—FEATURE FILM.
10:15—NEWS. "Today's World Picture." The latest news in pictures.

WENR-TV Channel 7

6:31—Dinner Music.
7:00—SET 'EM UP. Bowling from the Rainbow alley.
7:30—FEATURE FILM.
8:30—WRESTLING from the Rainbo Arena.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE BORDY.
8:00—CHICAGOLAND NEWSREEL.
8:15—SPORTSMEN'S CORNER. News and interviews.
8:30—CLUB TELEVISION. Chicago's original video night club with stars of the entertainment world accompanied by Bob Trendler's orchestra.
9:15—CHICAGOLAND NEWSREEL.

WTMJ-TV Channel 3

4:00—WHAT'S NEW? Ask Nancy Grey. Features of interest to women.
4:30—HOWDY DOODY SHOW. NBC.
5:00—CYCLOPS CLUB with Norman Clayton. Fun for the Youngsters.
7:00—LET'S LOOK AT THE NEWS.
7:10—TV PREVUE.
7:15—MARINE CORPS ANNIVERSARY (tentative).
7:30—FILM.
7:50—FOX-MOVIETONE NEWSREEL. NBC.
8:00—THE GRENADIERS with Bob Heiss.
9:00—SALUTE TO INDUSTRY. Story of Milwaukee's industries, live and on film.

(Subject to Change)

Chicagoland Players Named for TV Fans

Will you be watching the Notre Dame-Northwestern game Saturday? Here are a few of the Chicago-area boys who will be seen on WBKB's screen:

NORTHWESTERN

Gene Miller	Gary
John Miller	Chicago
Ed Tunnicliff	Kewanee
Art Murakowski	Chicago
Ed Nemeth	East Chicago
Rudy Cernoch	Cicero
George Maddock	Gary
Steve Saule	Kenilworth
Don Stonesifer	Chicago
George Sunheim	LaGrange
Alex Sarkisian	East Chicago

NOTRE DAME

Terry Brennan	Milwaukee
R. L. Brown	Chicago
E. V. Ciechanowics	Chicago
J. F. Connor	Chicago
L. E. Coutre	Chicago
Charles Feigel	Chicago
Bill Fischer	Chicago
Bill Flynn	Gary
Bill Gay	Chicago
Bill Higgins	Chicago
Richard Kuh	Chicago
Ralph McGehee	Chicago
Mike Swistowicz	Chicago
Thomas Deane	Chicago
Martin Wendell	Chicago
Ernest Zalejski	South Bend

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Mrs. M. Novak of 3520 Diversey, Chicago, was recently the winner of a television receiver awarded by the Commercial Trades Institute. She is shown above receiving the gift from Mr. R. C. Anderson, president of the Trade School.

According to Sam—

Says Sam Cowling, the man we'd like to see on TV, "The one sure place to find happiness and contentment is in a dictionary."

"Courier" Readers Are Increasing

With the first issue of the "Kuklapolitan Courier" in the mails to subscribers, "Junior Jamboree," seen nightly over WBKB at 7:00 P.M., marks another stride forward after its first year on TV.

The staff of the paper is: Kukla, editor-in-chief; Ollie, city editor; Fran, advisor; Burr, copy boy; Gommie, assistant copy boy.

Ollie is also in charge of the sports department. Madame Ooglepuss writes the "You're All Divine" column and Beulah Withch writes a column entitled "Thank You Television Friends." In following issues all of the other characters will make their debuts as writers.

With subscriptions coming in at the rate of 500 a day all those who would like to receive the paper should write to: Kukla—Fran—and Ollie, WBKB, Chicago 1. The paper will be issued once a month.

This announcement is not an offer to sell or a solicitation of an offer to buy any of these shares. The offering is made only by the Prospectus.

TELEVISION FUND, INC.

Common Shares

Copies of the Prospectus may be obtained

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Organize TV Investment Firm, Sell Shares to Public

Confidence of the financial world in television's investment future was highlighted by the recent organization of Television Fund, Inc., the first investment company to specialize in securities in the television, electronics and radio field. The organizers of this investment company, shares of which are sold to the public and proceeds invested in a diversified cross-section of securities representing companies in the television and electronics field, see the television industry as "the most dynamic growth potential available to the American investor. Not only is there an unusual growth potential, but today's investor has the opportunity to get in during the early stages of the industry's development."

Television Fund, Inc., recognizes the fundamental investment problem of selection of securities. The investor must ask himself what companies in the television field are most likely to succeed and prosper. The investor in Television Fund, Inc., turns this problem over to a professional management which decides which securities in this field have the best outlook.

Realizing that technical advice and counsel would be important in making its investment decisions, the management of Television Fund, Inc., retained as its technical consultant, Capt. William C. Eddy's engineering firm, Television Associates, Inc. Formerly director of station WBKB, Capt. Eddy holds numerous patents in the television field, and is widely known as an expert on the technical and operating aspects of television. In addition, the Fund retained an advisory board, consisting of George P. Adair, former chief engineer of the Federal Communications Commission; Dr. William L. Everitt, head of the department of electrical engineering at the University of Illinois, and Dr. Frederick E. Terman, Dean of the school of engineering at Stanford university. Through the technical consultant and advisory board, the Fund's management is kept informed on the latest technical developments and scientific trends in the field, receiving specialized knowledge not available through the usual statistical sources. For information on economic trends and forecasts, the Fund consults Economic Trend Line Service, a business research organization.

The portfolio of stocks held by Television Fund, Inc., is intended to represent a "cross-section of the desirable investments available and a well-rounded participation in the most important components in the television and allied fields. Through its research activities, the Fund seeks to pick out the stocks with particular growth possibilities, and devotes considerable effort to determining which particular

(*Continued on page* 14)

Our Choice

(Field Photo)

Nancy Carr, recently discovered coloratura soprano now heard on radio station WGN, is the 1948 choice of Television Forecast editors as Tomorrow's Star on TV. Miss Carr's rich voice and striking beauty, in the opinion of the editors, would do much to enhance video and help Chicago keep its position as the nation's leading TV city.

Every Fan's a Critic on TV Sports Shows

By JACK BRICKHOUSE

It was intermission time at the wrestling matches. In just a moment or two the big match would start. On the floor, near ringside, the television intermission interviews were just about completed and your announcer was winding things up by thanking a young lady and her boy friend for appearing. Suddenly, a portly gray haired gent carrying a frightened 6-year-old boy ran through the crowd as though he were saving the lad from a fire.

Crashing the line like Bronco Nagurski, he bowled over half a dozen customers and a pair of ushers, raced up to the camera, held the boy at arm's length and yelled: "Say hello to grandma Junior!" Junior looked at the camera, gulped twice and squeaked, "Lo, 'namaw." Your announcer picked his weary bones off the floor, put the headphones back on and got ready to catch Rudy Kay or his opponent in his lap again this week.

Durante Was Right

Schnozzle Durante is dead right. Everybody wants to get into the act, especially so far as television is concerned. I have a letter on my desk right now not asking, but demanding my appearance at a tavern on the west side so some of the customers out there can get a closer look at the fellow who narrates their television sports coverage.

The All-Star football game coverage by WGN-TV is estimated to have reached 400,000 people. If our personal experiences are any gauge, every one of these viewers regarded himself not only as a person sitting in on some history but as a person sitting in with a real voice in how that history should be developed.

It's frightening to the fellow in television to realize that he has all those critics with thousands more coming in every month. Not only that, but the television viewer is many times more observant than the radio listener. Even though he's very tolerant and patient in some respects and seems to sense that we're trying to improve all the time, he still lets no chance go by to make a helpful suggestion.

For example, the radio sports announcer might say: "That single to right by Nicholson scoring Cavaretta makes 57 runs batted in for Nicholson so far this year." The next day he'll probably get 50 letters and post cards informing him (and rightly so) that the single mentioned makes 58 runs batted in for Nicholson and why don't you learn how to count? That's radio.

(*Continued on page* 13)

What's Your Opinion? Hotel TV Illegal?

Is it illegal to exhibit television shows in hotels, theaters and taverns?

One attorney-critic thinks so. He is David M. Solinger of New York who says TV exhibitions in public places can be legally stopped, and that courts will soon have to decide "whether the air is free or whether a telecaster may limit, restrict and control what he originates."

What's your opinion?

"TV is protected by statutory and common law copyrights as well as by other common law property rights," Solinger argues. A receiver owner, he claims, "by performing a program in a public place has thereby infringed on the common law copyright of the creator of an original literary property in the program to the same degree as he would have infringed had he reproduced the material on his own stage with his own live-talent cast."

Tavern, hotel and theater owners who favor showing boxing, wrestling, baseball and football events may not agree with Solinger. Letters of opinion may be addressed to the Editor, *Television Forecast*, 185 No. Wabash, Chicago, Ill.

Television Forecast for

Thursday

November 11, 1948

WENR-TV Channel 7

Note: WENR-TV will not televise this date, but will return to the air Friday, November 12, 1948, at 7 o'clock.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE BORDY.
8:00—CHICAGOLAND NEWSREEL.
8:15—INDIVIDUALLY YOURS. Celeste Carlyle with beauty tips.
8:30—WRESTLING. Jack Brickhouse describes from Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Lovely Fran Allison will sing her way into your heart.
7:30—TOM MIX in "Miracle Riders".
7:50—TELENEWS with Jim Ameche and news of the world.
8:00—THE KNICKERBOCKER SHOW. Chicago's original TV amateur hour with Russ Davis.
8:15—SHOPPING WITH DINNY.
9:00—FEATURE FILM.
10:00—NEWS. "Today's World Picture". Latest news in pictures.

WTMJ-TV Channel 3

4:00—FILM PRESENTATION.
4:30—THE CHILDREN'S CORNER. Films of interest to youngsters.
5:00—LITTLE AMATEURS. Carl Nelson emcee as youngsters face cameras.
7:00—LET'S LOOK AT THE NEWS. Headlines in pictures.
7:15—FILM SHORTS.
7:30—MUSICAL MINIATURES. NBC.
7:50—FOX-MOVIETONE NEWSREEL. NBC.
8:00—"ADAM VS. EVE". Audience participation show.
8:30—DUNNINGER SHOW co-starring Paul Winchell.
9:00—FOOTBALL. Official films of Packer-Pittsburgh game. Commentary by George Strickler.
9:45—WRESTLING. From the South Side Armory in Milwaukee.

(Subject to Change)

LYDIA, an Alexander Korda film presentation, will be shown 9 p. m. Nov. 8 on WGN-TV, channel 9. Merle Oberon and Alan Marshal (above) will co-star with Joseph Cotten and Edna Mae Oliver.

We welcome letters to the editors and we will try to publish as many as possible in our "Notes from Readers" column

TELEVISION FORECAST, Inc.
185 North Wabash Ave., Chicago, Ill.

On the Cover

JOE WILSON has a problem. The WBKB announcer will describe the Notre Dame-Northwestern game Saturday on channel 4. Both games have played an important part in his career. Read Joe's answer on this page.

Joe Favors Both Teams!

If you were announcing the game-of-the-year between two great schools and you were an alumnus of one and had earned your reputation largely on your work with the other, how would you feel when the two schools met?

That is Joe Wilson's problem. He can tell you how it feels to be in such a quandary for, Saturday, Nov. 13, he will be reporting the fight between Northwestern and Notre Dame, both schools that have figured importantly in his career.

In 1936 Joe obtained his bachelor of music degree at Northwestern. After that he began a varied career in radio over a period of ten years during which time he covered nearly every major sport that has been described on the air waves.

But it was Joe's work last year and this announcing the Notre Dame games that really put him on top at WBKB, although he has also won great respect with his precise, always-accurate accounts of Blackhawk hockey games.

And how does Wilson feel about Saturday's big game?

"Naturally, one can't forget old school ties entirely, but I have worked so closely with Notre Dame and have come to respect the great South Bend institution so highly that I can honestly say that, come Saturday, my sentiments will be: may the best team win."

All of which stacks up as a very safe statement!

However, Joe will admit under duress that, had the Wildcats toppled Michigan several weeks ago he might have been inclined to favor his old alma mater. "But," he adds, "a school like Notre Dame, which consistently upholds the midwestern football reputation deserves a lot of credit.

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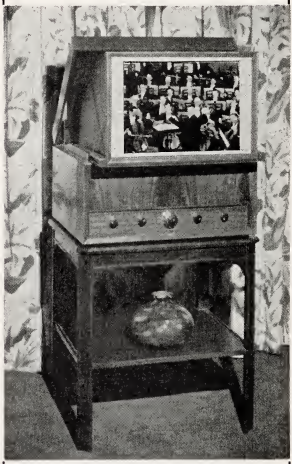

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Television Forecast for

Friday

November 12, 1948

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE BORDY. Children's show.
8:00—CHICAGOLAND NEWSREEL with Spencer Allen.
8:15—SPORTSMEN'S CORNER. Paul Fogarty with sport news and guests.
8:30—MAN ABOUT TOWN. Hal Stark introduces interesting people and events around town.
9:00—BOXING. Jack Brickhouse describes from the Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:00—Test Pattern and Music.
6:15—TIMELY TIPS.
6:45—MAN ON THE STREET with Russ Davis.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree". Something new every minute with Burr Tillstrom's loveable troupe.
7:30—LITTLE OTTO.
7:35—SUN-TIMES COMIC CAPERS. Don Ward reads the comics.
7:50—TELENEWS with Jim Ameche and news of the world.
8:00—TOUCHDOWN. The week's gridiron highlights on film.
8:15—SHOPPING WITH DINNY.
8:20—FILM.
8:30—UNDER 21. Teen-age show.
9:00—FEATURE FILM.
10:00—NEWS. "Today's World Picture".

WENR-TV Channel 7

6:31—Dinner Music.
7:00—FEATURE FILMS.
8:00—VAUDEO VARIETIES. A series of vaudeville acts.

WTMJ-TV Channel 3

4:00—WHAT'S NEW? Ask Nancy Grey. Features of interest to women.
4:30—HOWDY DOODY SHOW. NBC.
5:00—MUSEUM EXPLORER'S CLUB. Officials of Public Museum bring exhibits into studio.
7:00—LET'S LOOK AT THE NEWS.
7:15—PLAY 'EM OR PAY 'EM. Musical quiz game with Radio City Quizzet.
7:30—FOX-MOVIETONE NEWSREEL. NBC.
7:40—SUBURBAN HIGH-SCHOOL FOOTBALL. Cudahy at Shorewood.
9:40—TOUCHDOWN. Film highlights of key plays in last week-end's major college games.

(Subject to Change)

...AND THIS IS ONLY THE BEGINNING!

WENR-TV now is bringing Chicagoans fine television entertainment with clear, sharp reception. But we're not going to stop there! WENR-TV technicians will continue to strive for *better* reception and even *better*, more *diversified* bill of fare. Progress is made every day. You'll see it on such programs as:

VAUDEO VARIETIES

Fridays, 7:00 to 8:00 P.M. Variety show, talent from radio and vaudeville stage.

WHAT DO YOU THINK?

Mondays, 8:30 to 9:00 P.M. Discussion of great literature; Chancellor Robert Hutchins, Linn Williams.

STUMP THE AUTHORS

Sundays, 8:00 to 8:30 P.M. Three noted authors write stories based on objects picked from box.

SKIP FARRELL SHOW

Saturdays, 8:00 to 8:30 P.M. Skip Farrell, songs; Adele Scott Trio; Russ Wilt, piano; the Honeydreamers.

CHICAGO BEARS QUARTERBACK SHOW

Tuesdays, 8:30 to 9:00 P.M. Film of last Bears football game, commentary by a coach and a player.

WATCH CHANNEL 7

WENR-TV

KEY STATION—MIDWEST NETWORK

American Broadcasting Company

Jack Brickhouse

(*Continued from page 9*)

Mail Is Exacting

Your television sports announcer makes the same mistake and here's what the mail reads like:

"On Bill Nicholson's single to right field in the 4th inning yesterday your right field camera lingered too long on the fielder after he threw the ball in. After that you switched to the batter going to first and were late getting to Cavaretta who was scoring. After all, the score is the thing and all other action incidental. You might also have given us a flash of Charlie Grimm waving Cavaretta on home. Perhaps a switch to your broad angle lens might have taken in all the action with a close-up at the end of the play on Cavaretta. Incidentally, that made 58 runs batted in for Nicholson."

Far fetched? Dreamed up? Not on your life! It's a typical television viewer and he's getting sharper all the time.

(*To be continued*)

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12" Screen $6.95

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TELE-COLOR CO.

1514 Hyde Pr. Boul., Chicago 15, Ill.

DRexel 3-6181

Television Forecast for

Saturday

November 13, 1948

WBKB Channel 4

1:05—"NOW I'LL TELL ONE". A novel sports cartoon show.

1:15—FOOTBALL. From Notre Dame Stadium, Notre Dame vs. Northwestern, the game every football fan has been waiting for.

7:45—Test Pattern and Dinner Music.

8:00—WESTERN FILM. "The Lone Rider Crosses the Rio".

8:15—SHOPPING WITH DINNY.

9:00—NEWS. "Today's World Picture".

WENR-TV Channel 7

6:31—Dinner Music.

7:30—FILM.

8:00—STAND BY FOR CRIME.

8:30—CLOSING POLO GAMES.

WGN-TV Channel 9

9-12—Test Pattern.

12:45—CHICAGOLAND NEWSREEL.

1:00—GRANDSTAND QUARTERBACK. Pierre Andre conducts interesting views from the field.

1:15—FOOTBALL. Ohio State vs. Illinois. Hal Totten and Bill O'Connor describe from Champaign-Urbana.

3:15—FOOTBALL SCOREBOARD. Bill Evans with all the grid scores around the nation.

WTMJ-TV Channel 3

1:55—FOOTBALL. Northwestern at Notre Dame. ABC.

4:20—THE SPORTS ROUNDUP. News of major games throughout the nation.

4:30—THOSE KEEN TEENS. Variety shows featuring teen-age talent.

7:00—LET'S LOOK AT THE NEWS.

7:15—TRYOUT FOR TEEVEE. Weekly television talent hunt.

7:45—GOLDEN WEDDING GREETINGS.

7:50—NEWSREEL. NBC.

8:00—SKIP FARRELL SHOW. ABC.

8:30—FILM. ABC.

9:00—STAND BY FOR CRIME. ABC.

(Subject to Change)

SPECIAL NOTICE

As long and as often as equipment tests and adjustments will permit, WNBQ the NBC television station in Chicago will have a test pattern on channel 5, from 10:00 a.m. to 6:00 p.m., daily.

Television Forecast for

Sunday

November 14, 1948

WENR-TV Channel 7

4:30—SUPER CIRCUS.
5:30—STUMP THE AUTHORS.
6:00—FEATURE FILM.
7:00—MUSIC IN VELVET with Don Lindley's orchestra.
7:30—ABC TELEVISION PLAYERS.
8:00—SECOND GUESSERS. A comedy quiz program. Televiewers may win $25 savings bonds and silver dollars for identifying famous personalities.
8:15—FILM.
8:30—WHAT DO YOU THINK? The "Great Books" discussion group.

WGN-TV Channel 9

1:30—FILM.
1:45—FOOTBALL. Catholic High-school league. South section championship playoff from Soldier Field. Jack Brickhouse announcing.
6:30 — CHICAGO TRIBUNE COMICS. Walt Newton reads the comics.
8:00—CROSS QUESTION. The realistic studio presentation of a fictional courtroom trial.
9:00—STARS OF TOMORROW. Popular WGN amateur show televised as it is being broadcast.
9:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

1:30—Test Pattern and Music.
6:30—FILM.
7:30—NEWS. "Today's World Picture". The latest news in pictures.
8:00—TELENEWS. A weekly roundup of newsreel highlights.
8:15—SHOPPING WITH DINNY.
8:25—HICKEY. Blackhawks vs. Detroit Red Wings from Chicago Stadium with Joe Wilson announcing. A thrill a second.
10:45—DISNEY NEWSREEL. The world's news at your door.

WTMJ-TV Channel 3

12:45—FOOTBALL. Green Bay Packers vs. Chicago Bears direct from Wrigley Field in Chicago. Larry Clark announcing.
3:20—PLANKINTON SPORTS ROUNDUP. Scores and pictures of other weekend games.
3:30—"FOUR FEATHERS". An Alexander Korda feature film, starring Ralph Richardson, June Duprez and C. Aubrey Smith.
7:00—MODERN MAGIC. Popular science film series.
7:10—TELENEWS DIGEST.
7:30—TV VARIETIES. Life half-hour of song, dance and patter.
8:00—TELEVISION PLAYHOUSE. NBC.
9:00—NEWS REVIEW OF THE WEEK. NBC.
9:10—AROUND THE TOWN with the WTMJ-TV cameraman.

WNBQ Channel 5

8:00 — PHILCO TELEVISION PLAYHOUSE.

(Subject to Change)

Television Fund

(*Continued from page 8*)

companies stand to benefit from the growth of television."

Television Fund, Inc., is a means of achieving diversification, the firm feels. Instead of placing his investment funds in one security or perhaps two or three in this industry, the investor in Television Fund acquires a proportionate share in a wide list of securities in this field. Each individual stockholder in an investment company has a proportionate interest in the portfolio of stocks held by the company. Dividends are paid out of the dividends the investment company receives from its various holdings.

Organization of Television Fund, Inc., was the result of study over several years of the best approach to television from an investment viewpoint. Prominent among the group of men who foresaw the investment potential in television was Chester D. Tripp, president of Consolidated Copper Mines, Grip Nut Company, and several other corporations and director of the Fiduciary Trust Company of New York, who is president of Television Fund, Inc. Directors of the Fund include, in addition to Mr. Tripp, Charles D. James, president of Northwestern National Insurance; William P. Pope, vice-president of Neumode Hosiery; Russell H. Matthias, Chicago attorney; and Herbert H. Taylor, president of Franklin County Coal.

Czechs Enter TV Field

Russian-dominated Czechoslavakia is now planning television stations, according to a report from government headquarters. Telereceivers will not be for sale, however, but will be presented to workers achieving distinction in production.

WGN-TV Pattern Schedule

For the benefit of television installation and servicemen, WGN-TV transmits its test pattern daily from 9 a. m. to 5 p. m. and also a half hour preceding the night sign on.

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

Monday through Friday, 7:30 P.M.
"Little Bordy" starring in
WGN-TV Marionette Theater

Saturday, November 13, 1:15 P.M.
Football—Illinois vs. Ohio State
from Champaign-Urbana

Wednesday, 8:30 P.M.
"Club Television"
Chicago's Original Video Night Club.

WGN•TV CHANNEL 9

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